

# SALT LAKE COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
<b>DEMOGRAPHIC</b>					
Population	1,033,910	1,048,985	n/a	-	
Total Non-Ag Employment	571,215	583,826	n/a	-	
Non-Ag Avg Monthly Wage	\$3,623	\$3,705	n/a	-	
Per Capita Income	\$37,538	\$39,081	n/a	-	
Unemployment Rate*	7.8%	6.5%	n/a	-	
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers**	\$2,893,339,890	\$2,985,053,529	\$3,271,982,440	9.6%	
Travel & Tourism Related Employment	54,471	53,912	56,102	4.1%	
<b>TOURISM TAX REVENUES</b>					
Local Tax Revenues from Traveler Spending**	\$151,323,693	\$157,432,099	\$169,059,400	7.4%	
Transient Room Tax	\$11,049,723	\$11,841,134	\$12,580,758	6.2%	
Restaurant Tax	\$15,466,575	\$16,135,599	\$17,369,336	7.6%	
Car Rental Tax	-	\$5,589,245	\$5,585,106	-0.1%	
<b>Retail Sales</b>					
Gross Taxable Retail Sales	\$18,627,179,006	\$19,810,858,527	\$21,695,080,429	9.5%	
<b>REGIONAL VISITATION COUNTS</b>					
Council Hall Welcome Center	65,704	74,203	77,666	4.7%	
S.L. Airport Passengers	21,016,686	20,389,474	20,096,549	-1.4%	
Skier Days at Utah Resorts	4,223,064	3,802,536	4,031,621	6.0%	
Utah's Hogle Zoo	916,652	1,023,842	1,221,363	19.3%	
Church History Museum	182,414	244,430	254,010	3.9%	
Bingham Canyon Copper Mine	175,000	178,171	187,360	5.2%	
Great Salt Lake S.P.	249,085	254,317	272,842	7.3%	

\* Several Counties have identical Unemployment Rates

\*\* GOPB methodology change for 2010 calculations

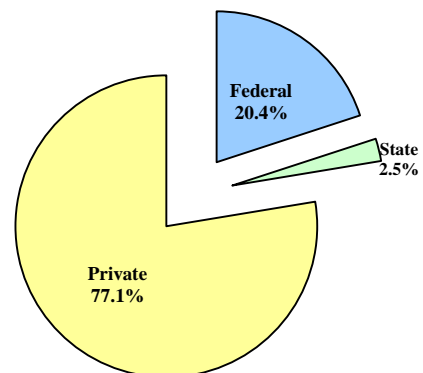
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Land Ownership - 2012	% Total
<b>Total Acres in County</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>20.4%</b>
BLM	0.4%
US Forest Service	18.5%
National Park Service	--
National Wildlife Service	--
Other •	1.5%
<b>State Government</b>	<b>2.5%</b>
Utah State Parks & Recreation	0.1%
Utah State Wildlife Reserves	0.3%
State Trust Lands	0.1%
Other ••	2.1%
<b>American Indian</b>	<b>--</b>
<b>Private*</b>	<b>79.2%</b>

• Includes Military and Bankhead Jones land

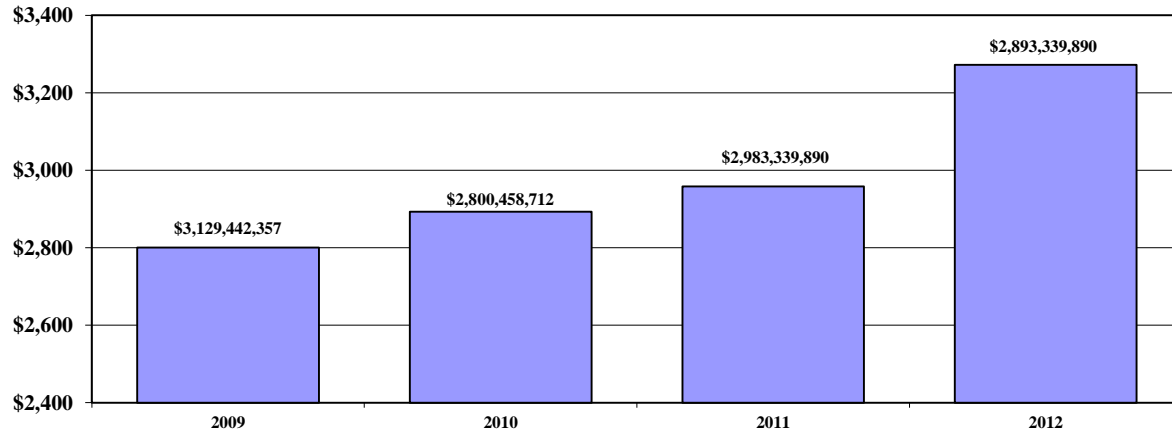
•• Includes State Sovereign and UDOT land

Land Ownership - 2012

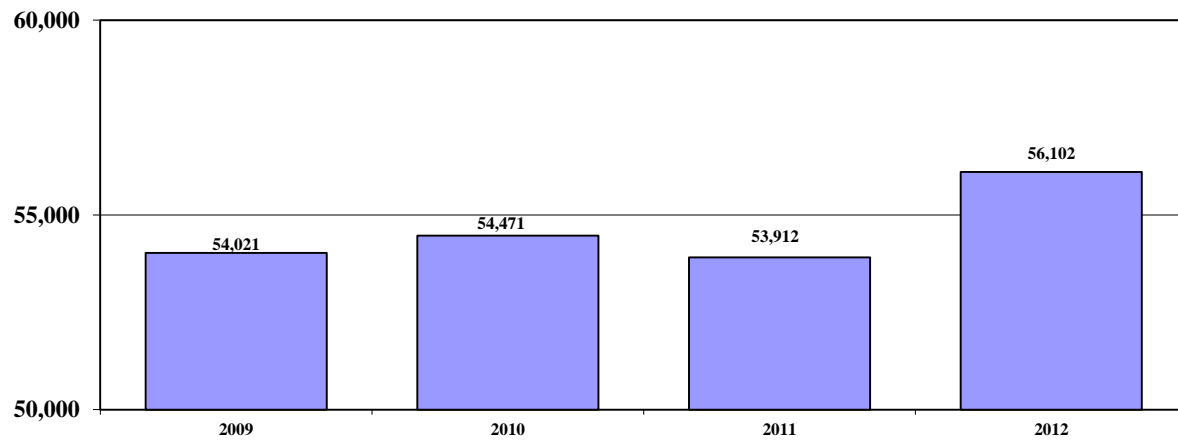


## Salt Lake County Tourism Profile

**Spending by Travelers (current dollars)**



**Travel & Tourism Related Employment**



**Transient Room Tax Collections (current dollars)**

